

*Sea Grant Association*

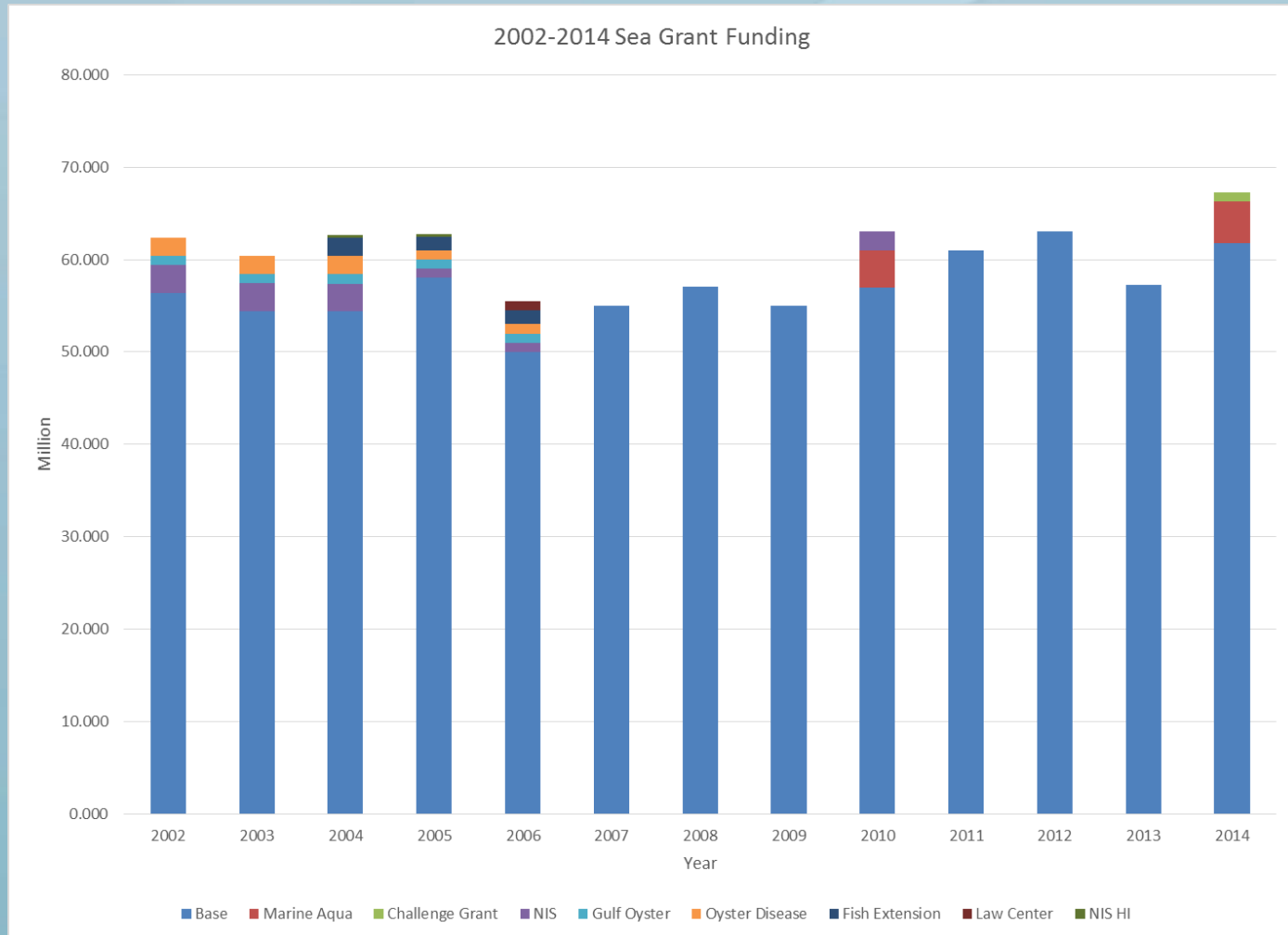
**2014 SGA Spring Update to  
the National Sea Grant  
Advisory Board**

**LaDon Swann  
Mississippi-Alabama Sea Grant Consortium  
February 27, 2014**

# Topics

- **2014 Budget Recap**
- **Sea Grant Reauthorization**
- **SGA and Allocation of Resources to state programs**
- **Growth**
- **2014 Sea Grant Week**
- **eSea Grant**
- **SGA Spring Meeting**
- **Knauss Reception**

# 2014 Budget Recap\*



**\* Not completely accurate, but you get the picture. Highest total budget ever.**

# SGA Reauthorization Recommendations

1. Administrative Cap – (Sec. 212) The SGA recommends no change to the 5% cap on administrative fees for the National Sea Grant Office. The SGA recognizes the need for additional administrative and programmatic staff in the National Sea Grant Office and suggests the following recommendation as an alternative to changing the administrative cap:
  - The National Sea Grant Director may use the Intergovernmental Personnel Act to address necessary personnel needed as part of the program administration for the National Sea Grant Office in collaboration with and the approval of the sea grant colleges and sea grant institutes.
2. Promoting regional investments of programs using pass through of other federal funding sources – SGA recommends.
  - Change “other” to “any” in Section 204 (c)(4)(F)...accept funds from other Federal departments and agencies, including agencies within the Administration, to pay for and add to grants made and contracts entered into by the Secretary; and. This change is intended to allow any funding, including funding within the Department of Commerce to be managed through Sea Grant.

# SGA Reauthorization Recommendations

3. Reporting requirement of the NSGO – SGA recommends removing reporting requirements from Sections 207 and 208.
  - This Annual Report on Progress under Sec. 207 was intended to keep the Congress informed about the creation of new Sea Grant programs. We now have our full complement of Sea Grant programs and recommend removing any associated reporting requirements.
  - The biennial report to Congress under Sec. 208
  
4. Clarifying Sea Grant's education program (Fellowships and STEM).

The SGA looks forward to working with the committee to address any changes needed to strengthen our STEM education and Fellowship programs. In addition, the SGA recommends:

  - Changing "may" to "shall" in the Knauss Fellowship Programs. 208(b).
  - Adding language iterate the mandate for STEM education in the National Sea Grant College Program language

# SGA Reauthorization Recommendations

## 5. Authorized funding levels

- SGA recommends the following funding levels for 2014-2020 and consistent with the current law.
- \$72,000,000 for fiscal year 2015;
- \$75,600,000 for fiscal year 2016;
- \$79,380,000 for fiscal year 2017;
- \$83,350,000 for fiscal year 2018;
- \$87,520,000 for fiscal year 2019; and
- \$91,900,000 for fiscal year 2020.

- **In summary, there is general agreement among the NSGO, the NSGAB and the SGA on reauthorization. The distinction is the methodology in addressing staffing needs in the NSGO.**
- **Authorization Committee has a few other ideas they want to include in the Sea Grant reauthorization bill.**

# **Allocation of Resources to State Programs**

- **The SGA response to AC3 was difficult, but I believe it represents the majority opinion.**
- **SGA recommended redirecting funds from regional and national activities to those state programs that currently fall below the level considered necessary for the “successful implementation of sea grant programs”.**
- **The level is \$1.2 million as recommended in the 2003 Allocation report.**



# **Allocation of Resources to State Programs**

- **The “Do no harm” principle probably focused more on harm at the congressional level than the program level.**
  - **The SGA had the advantage of accounting for the potential external congressional influence into their response**
  - **The SGA did not want to find out which states’ congressional delegation had the most influence**



# **Growth**

**“If you want something new,  
then you have to do  
something different”**

# **Federal Growth**

- **SGA's FY15 request is \$80 M with a \$10 M Community Resilience and America's Working Waterfronts initiative**
- **CRAWW aligns well with:**
  - **NOAA's Strategic Plan**
  - **2014-2017 National Sea Grant Strategic Plan**
  - **State strategic plans**
  - **Science for an Ocean Nation: Update of the Ocean Research Priorities Plan (2013)**
  - **The President's Climate Resilience Fund**

# **What Would Sea Grant Do “Differently”**



**All of us have to work this out.**

# **Federal Growth**

- **SGA Tactics**
  - **Special initiative in 2015 SGA request**
  - **Two Congressional Briefings**
  - **SGA Testimonies**
  - **Focused messaging program**
- **Distinguish Sea Grant's role from other federal programs**
- **Stick with the initiative long enough to succeed (multiple years)**

# Federal Growth

- **Allow ourselves to be leveraged by other federal programs**
  - **Weather Ready Nation Ambassadors**
  - **National Climate Assessment Network**
  - **National Ocean Service's resilience programs**
  - **Other Resilience Programs (e.g. FEMA)**



# Non-Federal Growth

- **BP Gulf of Mexico Research Initiative**
  - Two year at \$775K per year
- **Develop more non-federal funding partnerships. Examples:**
  - Insurance Institute of Business and Home Safety
  - Smart Home America
  - Fisheries Management Council
    - SG Fisheries Extension Specialist per Council

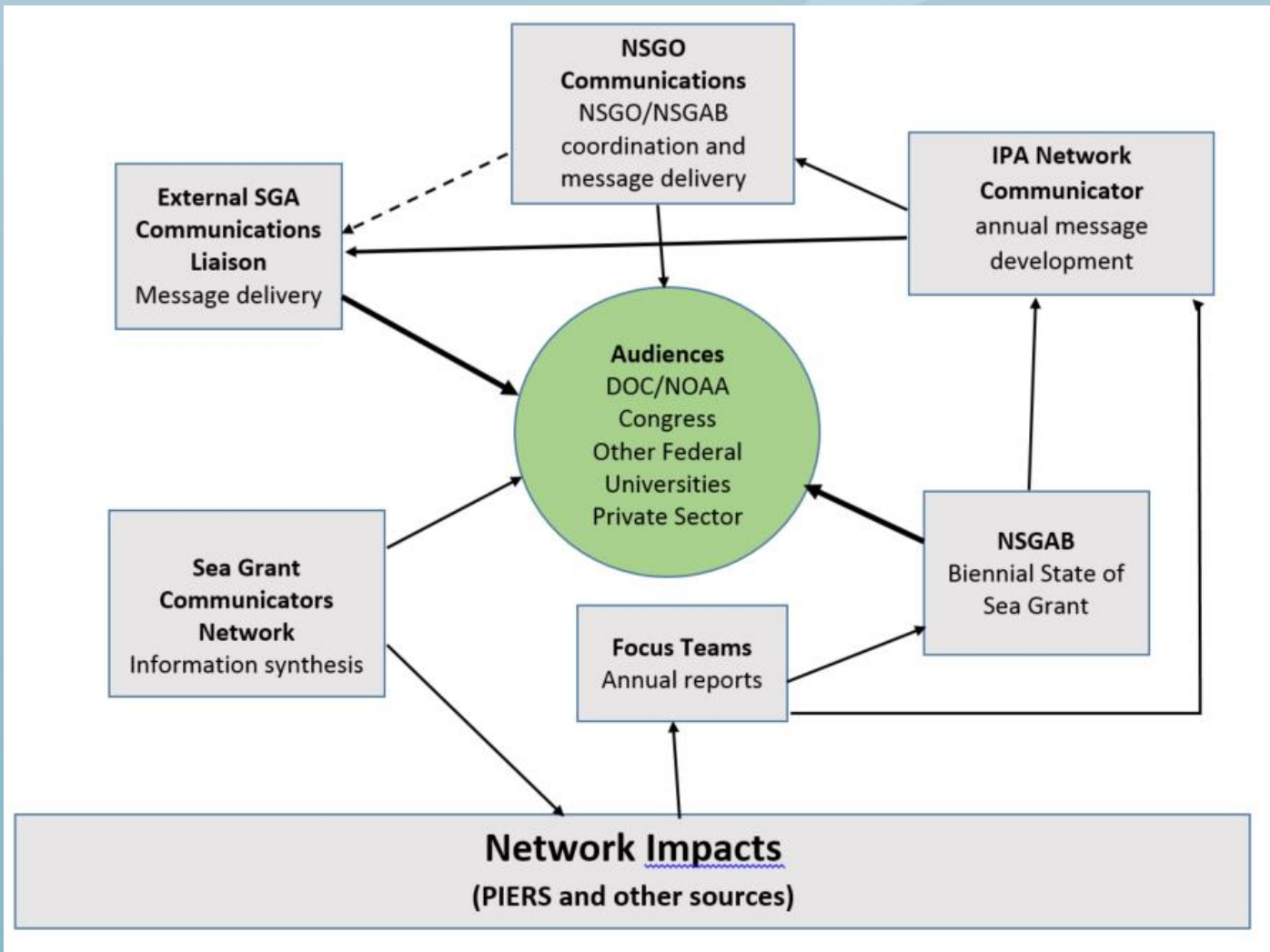




**The message received is the  
message you deliver**



# Conceptual Model to Enhanced Sea Grant Communications



# **2014 Sea Grant Week**

- **Where: Clearwater Beach Hilton, Florida**
- **When: September 7-12, 2014**
- **Meeting Overview**
  - **Sunday: NSGAB meeting and others arrive**
  - **Mon-Tues: SGA and network meetings; opening plenary at 3:30 PM**
  - **Wed-Fri: Concurrent working group sessions**
  - **Meeting ends at noon on Friday**

# Proposed Sessions

- Time management
- Cost-recovery outreach
- Working with Congress
- Sea Grant 501
- Fund raising
- Effective social media
- Branding and marketing
- Use of advisory councils
- Linking Research and Extension
- Land Grant-Sea Grant partnership
- Regional partnerships
- Climate change communications
- Hazard response
- Translating research

# eSea Grant

- **Working hard vs working smart**
  - Around half of the network wants a state project management system that seamlessly integrates into PIERS
  - The other half either have no position or have their own system in place
    - These systems may or may not integrate into PIERS
  - The question is how can we most efficiently provide a seamless connection between the state programs and PIERS.

# **SGA Spring Meeting**

- **Focus on FY 2015 growth strategies**
- **Identify ways to strengthen our relationship with John A. Knauss Fellowship alumni**
- **Knauss Reception**
  - **200 people have registered**
  - **\$13,000 budget**
  - **Will recognize Senator Roger Wicker and Congressman Sam Farr**

# 2014 Knauss Reception



**Celebrating  
1,000 Knauss fellows**

The Sea Grant Association invites you to the  
**John A. Knauss Fellowship Reception**

Tuesday, March 11, 2014  
6-8 p.m.  
U.S. Botanic Garden, Conservatory  
100 Maryland Ave. Southwest  
Washington D.C.

RSVP online by March 3 using this link:  
<https://www.surveymonkey.com/s/knauss2014>

2014 is the year of the 1,000<sup>th</sup> Knauss fellow.

*Sea Grant Association* **Sea Grant** 

Science serving America's coasts

- Celebrating the 1000<sup>th</sup> John A. Knauss Fellow
- 6-8 p.m.
- SGA awards
  - Senator Roger Wicker
  - Congressman Sam Farr